Dated: 01-06-2026

RFP No. BMRCL/PD/ADVT/PIERS&PORTALS/2026-27/RT/ 08 DATED: 06.05.2026

Name of the Tender: Request for Proposal for Grant of Concession to Design, Develop, Operate, and Maintain Advertisement Panels on Selected Piers & Portals of Purple, Green, Yellow line, pink line & Blue lines of the BMRCL Network

Replies to the Queries raised by Prospective Bidders

Sl. No	Section/Clause No.	Page Number	Tender condition	Bidders Query	Reply to Pre Bid Queries
1	Section – 9 Clause 9.4(c)	Page No 51	It is to be ensured that no drilling or fixing a bolt on the existing pier and Portal is permitted.	Without drilling, the safety of large panels is a concern. Will BMRCL provide a pre-approved design for the clamping/belt system The tender specifies that no drilling or bolting on existing piers and portals is permitted. In this regard, we request Sharing of approved clamp design/drawings to enable accurate capex estimation, and Flexibility to allow approval of future media formats/technologies, as may be introduced during the concession period.	Please see **Annexure – 12 (I)** Schematic Diagram of Pier giving technical specification Display box and fixing belt & height standardization and **Annexure – 12 (II)** Schematic drawing for advertisement on Portal frame, which provide a pre-approved design and fixing mechanism of the panel on the piers and the frames on the Portals. The licensee can improvise on the design, however the final design before fabricating must be filed to BMRCL before executing the first prototype. After the prototype is approved, the mass production can commence.
2	Section – 1 Clause 1.14	Page No. 7 and 8	The Concession Fee shall be determined through a competitive bidding process, subject to a Minimum Concession Fee prescribed by BMRCL... Rs. 83.03 Cr.	The Rs. 83.03 crore minimum reserve license fee is too high. We request to consider and remove the MRLF and we suggest to keep it open and allow the industry to decide a viable quote.	Not Accepted. The minimum Reserve license Fee has been fixed after taking into consideration the total advertising area (spanning over 5,000 prime operational and upcoming metro piers/portals across five major corridors) and the strategic brand visibility offered by the Namma Metro network.
3	Section - 1	09 and 10	Concession period is 7 years extendable up to 10 years.	Considering the substantial capital expenditure, statutory approvals, fabrication, installation timelines, and phased handover of multiple corridors, the present concession period may not provide adequate project viability and return on investment. We request that the concession period be revised to 20 years to enable sustainable investment and effective revenue realization.	Not Accepted. The concession period has been structured considering the project's financial viability, asset lifecycle, and projected growth trends of the Bengaluru commuter market.
4	Section 5 / Clause 5.11	Page no 19-20	Responsibility for obtaining Advertisement Licenses and Permissions from GBA	As per the present clause the entire responsibility for obtaining advertisement Licenses and permissions from GBA/BBMP has been imposed upon the Concessionaire. However, it is pertinent to note that the advertisement structures are situated on Metro properties owned and controlled by BMRCL and several approvals require coordination and support from BMRCL as the principal authority. Further, the Greater Bengaluru Area Advertisement Rules, 2025, newly introduced and several procedural aspects including registration, approvals, legacy structures, and metro corridor permissions are yet to attain operational clarity. Therefore, it is requested that BMRCL shall extend full assistance and institutional support for obtaining necessary approvals/licenses from GBA and that no penalty or default shall be imposed upon the Concessionaire for delays arising out of statutory approval processes beyond the control of the Concessionaire. It is also requested that concession period shall commence only after obtaining all statutory approvals and advertisement permissions.	Not Accepted. The Concessionaire is expected to have carried out independent due diligence regarding the Greater Bengaluru Area Advertisement Rules prior to bidding. BMRCL will only provide ownership authorization letters. All risks associated with timelines, fees, and approval delays rest with the Concessionaire. Tender terms remain unchanged."

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5	Section 6/ Clause 6.2	Page no 26	Minimum Technical Capacity	The requirement of prior experience of minimum 500 Metro Piers and/or Metro Portals appears to be highly restrictive and tailor-made, thereby substantially limiting healthy competition and participation of otherwise technically qualified outdoor advertisement agencies having extensive experience in transit media, infrastructure advertisement projects, airport media, railway media, smart city projects, skywalks, and large-format outdoor media. It is requested to reconsider and suitably relax the eligibility criteria by allowing cumulative infrastructure advertisement experience across public projects instead of restricting only to metro piers/portals. Further clarification is requested on whether consortium experience, group company experience, or subcontract execution experience shall be considered for qualification.	The technical eligibility criteria are structured keeping in view the highly specialized nature of media installation in a living city's infrastructure. BMRCL has also taken into consideration passenger safety, and safety of the piers so that no damage is done to the civil structures, which otherwise will comprise the structural stability and can also bring the entire metro work to halt. Hence, requests for relaxation or inclusion of non-metro transit media are Not Accepted. Tender conditions remain unchanged Subcontract and group company experience will not be considered.
6	Section -6 / clause 6.3.1	Page no 26	Turnover.	As per the RFP, the bidder shall have achieved a minimum annual turnover of INR 105.54 Crores from advertisement business alone in any one financial year out of year out of the last five financial years ending with FY 2024-25.Further, BMRCL has bundled all five corridors, namely Purple, Green, Yellow, Pink and Blue Lines, under a single consolidated package. In this regard, we respectfully submit that the present eligibility structure may considerably restrict participation only to a limited number of very large operators, thereby reducing wider industry participation and competitive bidding. We would like to respectfully bring to your notice that in several metro rail advertising tenders across India, including Chennai Metro Rail Limited, corridor-wise or package-wise participation is generally permitted, wherein the eligibility turnover criteria are proportionately linked to the respective package size and commercial scope. Further, the corridors covered under the present tender possess varying commercial potential, operational status, inventory visibility, and monetization characteristics. In particular, the Pink and Blue Lines are future corridors subject to phased commissioning, CMRS clearances, regulatory approvals, and actual inventory realization. Considering the above, we kindly request BMRCL to examine the feasibility of any of the following. (a) Allowing corridor wise or package wise participation. (b)Revising the turnover eligibility criteria proportionately based on individual corridor/package valuation or(c)Permitting Consortium / Joint Venture participation to enable capable regional and national operators to participate competitively.	BMRCL has examined the request. The tender has been consciously structured as a single integrated concession package covering all five corridors, taking into consideration operational, commercial, maintenance, revenue optimization, and network-wide asset management requirements. The eligibility criteria, including the turnover requirement, have been prescribed having regard to the scale, scope, tenure, and financial obligations associated with the concession and are considered appropriate by BMRCL. The conditions have been framed in the exercise of BMRCL's commercial and managerial discretion and are intended to ensure effective implementation and long-term sustainability of the concession. Accordingly, no change is proposed in the tender conditions relating to corridor-wise participation, turnover eligibility criteria, or participation through Consortium/Joint Venture arrangements.

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7	Section 6/ Clause 6.3.1.v.c	Page no 27	Audited Financial Statements	The RFP specifies that financial eligibility shall be assessed up to FY 2024-25. In this regard, we respectfully submit that FY 2025-26 has already been completed, and therefore, the audited financial performance for FY 2025-26 may also kindly be considered for evaluation of bidder eligibility. Considering FY 2025-26 would provide a more current and realistic assessment of the financial capability, operational growth, and business strength of participating entities. We therefore request BMRCL to kindly include FY 2025-26 within the eligible financial assessment period and permit submission of audited financial statements / certified provisional statements for FY 2025-26 for qualification purposes.	"The financial eligibility of the bidder shall be assessed based on the audited financial performance up to **FY 2025-26**. *Note: In case the audit for FY 2025-26 is under process, provisional financial statements duly certified by a practicing Chartered Accountant (CA) with a valid UDIN may be accepted for evaluation purposes.*"
8	Section 6 / Clause 6.6	Page no 28	Statutory Compliance / BBMP-GBA Registration	The clause requiring mandatory BBMP/GBA Advertisement Registration at the bid stage appears premature and restrictive, particularly in view of the transition from BBMP to GBA framework and the ongoing implementation of the Greater Bengaluru Area Advertisement Rules, 2025. At present, several operational procedures concerning registration, licensing, migration, and renewals are yet to attain clarity. Therefore, it is requested that - a) Submission of undertaking for obtaining registration after award of tender may be permitted. b) Existing BBMP advertisement license holders and applicants under transition process may also be treated as eligible. c) Non-submission of GBA registration at bid stage shall not lead to outright rejection of bids.	The request is **not acceded to**. The provisions of the RFP stand unchanged. As compliance with local municipal laws is mandatory for the execution of outdoor media rights, bidders must possess and submit valid registrations as required by the statutory authorities (BBMP/GBA) at the time of bidding. Bids failing to meet the specified eligibility criteria at the submission stage will be summarily rejected." The fact that many have approached the High Court challenging the new advertisement byelaw does not preclude BMRCL from including this statutory compliance in the tender document.
9	Section 9 Clause 9.3	Page no 50	Responsibility for Obtaining GBA / BBMP Advertisement Permissions & NOCs	Clause 5.11 of the RFP states that the Concessionaire shall be responsible for obtaining all advertisement licenses, permissions, and approvals from GBA/BBMP and other statutory authorities. In this regard, we respectfully submit that the proposed advertisement structures are to be installed on BMRCL-owned piers and portals forming part of government metro infrastructure. Since both BMRCL and GBA/BBMP are government/public authorities, obtaining principal statutory approvals and policy-level permissions for permitting advertisements on metro infrastructure may be more appropriately facilitated by BMRCL rather than being entirely transferred to the Concessionaire, who is a private entity. Further, if subsequent approvals or advertisement licenses from GBA/BBMP are delayed, restricted, partially denied, or not granted for certain locations after award of tender, the Concessionaire may face severe commercial and financial implications despite having no control over such inter-governmental approvals. In view of the above, we kindly request BMRCL to clarify. (a) Whether BMRCL can facilitate and coordinate approvals with GBA/BBMP considering that the advertisement assets are situated on government-owned metro infrastructure.(b) In the event that advertisement permissions/NOCs are denied, delayed, restricted, or partially approved for any locations after award of tender, whether the corresponding concession fee shall be proportionately reduced or	The provisions of Clause 5.11 of the RFP stand unchanged. • **(a)** The Concessionaire is an independent commercial entity and is solely responsible for obtaining all licenses and approvals from GBA/BBMP at their own cost and initiative. • **(b)** No reduction, waiver, or deferment of the Concession Fee shall be permitted due to any delay, restriction, or denial of permission by statutory authorities. Bidders must factor these regulatory risks and timelines into their financial bids. • **(c)** BMRCL gives no warranty or assurance regarding the absolute compliance of individual locations with evolving municipal byelaws. Bidders must perform independent legal and statutory due diligence before submitting their bids."

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				suitable relief mechanisms shall be provided to the Concessionaire.(c) Whether BMRCL can assure that all identified inventory locations are fundamentally permissible for advertisement under prevailing GBA/BBMP Advertisement Byelaws prior to financial commitments by bidders.	
10	Section -1 Clause 1.1(b)	Page no 7	Clarification on non-exclusive rights clause	Clause 1.12(b) of the RFP states that the rights granted are non-exclusive and that BMRCL reserves the right to issue similar rights to other parties for other structures or locations under its control. Considering the substantial financial commitments and investments required from the Concessionaire, we respectfully seek clarification regarding the scope and practical effects of this clause. We kindly request clarification on the following (a) Whether BMRCL proposes to grant advertisement rights to other agencies on adjacent metro structures, nearby piers/portals, stations, FOBs, medians, or other infrastructure located within the same visibility zone.(b) Whether BMRCL will ensure that additional advertisement permissions granted in future do not materially impact the commercial viability of the awarded concession. We respectfully submit that detailed clarification on the above aspects is essential for assessing commercial viability, investment planning, and long-term revenue estimation under the present tender structure. We request BMRCL to kindly consider the above queries and provide suitable clarifications during the pre-bid stage.	The concession is strictly for the specific assets/locations defined in the RFP schedule. BMRCL retains the right to utilize its other properties, structures, or adjacent infrastructure for advertisement or other commercial purposes to optimize its revenue.
11	Section 9 Clause 9.3	Page No.49-50	Permissions and Statutory Approvals	It is surprising that BMRCL has just made an Offhand or passing comment in the RFP with respect to clearance from NH on display of Commercial Advertisement. An issue of serious nature has just been addressed in Tangent. It is evident that sizeable number of Piers and Portals physically exists on carriageway of major Highways which are part of corridors under 1. Blue line (Between Airport to Hebbal Piers 197 B/B & 29 portals B/B Approx) 2. Yellow line (Bommanahalli to Bommasandra - 297 Piers B/B & 32 Portals B/B Approx) 3. Green line (Goraguntepalya to Madavara -12 Portals B/B & 225 Piers B/B Approx). Erection of such huge no of Piers and Portals involves sizeable investment on both Structure as well as Installation. RFP causally mention about pro-rata rebate on licence fee in the event of detrimental set back which is reticules. Hence this must be addressed with all seriousness.	If any specific pier or portal becomes permanently unviable due to a directive from an external statutory authority like NHAI, BMRCL will implement the pro-rata license fee reduction or explore the allocation of alternative feasible locations. **The fundamental terms of the RFP remain unchanged.**
12	Section 5 / Clause - 5.16-5.17	Page Nos-20 21 and 22	Inclusion of Future Corridors (Pink Line & Blue Line)	Inclusion of Pink and Blue which are under construction and consolidation of such non-functional lines with functional will impact on commercial feasibility on Revenue assessment hence tender should be called for completed corridors only.	The bundling of operational lines with lines nearing completion (Pink and Blue Lines) is a conscious management decision, designed to grant the Concessionaire long-term and comprehensive rights across all 5 corridors. This structure allows the successful bidder to establish market presence, secure prime media real estate, and execute unified brand campaigns across Bengaluru's entire metropolitan transit matrix.

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13	Section – 11 Clause 11.2 (a)	Page No 58	The Concession Fee shall be escalated or increased by 5 (Five Percent) on compounding basis, on completion of every year.	Since permissions, installation, commissioning, media acceptance, and monetization of the proposed network will take considerable time, escalation from the first year may adversely affect project sustainability, especially where all corridors are not handed over together. It is requested that the 5(Five Percent) annual escalation be made applicable from the 5th year onwards, or alternatively only after handover of all corridors as one operational network.	Not agreed, tender condition prevails
14	Section -6/ Clause 6.2 (i)	Page No 26	The Bidder shall demonstrate relevant experience in outdoor advertising having a minimum area of 200000 sq.ft. in any one financial year during the last five (5) financial years ending with FY 2025-26.	Please clarify if the outdoor advertising experience must specifically be on metro structures or if other OOH formats e.g., billboards, bus shelters are eligible. Please specify which are the OOH advertisement experience will be considered - also Suggest including all OOH media formats under the experience criteria to allow broader participation.	The experience is **not restricted** to metro structures alone. All standard Out-of-Home (OOH) media formats—including but not limited to billboards, hoardings, bus shelters, gantry displays, and transit media—will be considered eligible, provided the bidder meets the minimum cumulative area requirement of **200,000 sq.ft.** in any one financial year during the specified five-year period.
15	Section - 6 / Clause 6.3.1	Page No 26	The Bidder shall have achieved a minimum annual turnover of INR 105.54 Crore from advertisement business alone in any one financial year out of the last five (5) financial years, ending with FY 2024-25.	Please clarify if Advertising Business includes revenue from Digital Media, Creative Services, and Print, or if it is strictly limited to Out-of-Home (OOH) media. Suggest broadening the definition to Integrated Marketing Communication or Media & Advertising Services to include modern 360-degree agencies.	Revenue generated from all standard advertising streams—including **Digital Media, Creative Services, Print, and Out-of-Home (OOH) media**—will be considered eligible for evaluating the financial turnover, provided it is explicitly certified as revenue from advertising services.
16	Section – 5 Clause 5.16	21 and 22	Pink & Blue lines are future corridors under development.	Since the Pink and Blue lines are under development and may be handed over at different stages, clarity is required on commencement of concession tenure and commercial obligations for such corridors. we request you concession period for under-development corridors should commence only from the date of actual physical handover of the respective corridor, and such corridors should form part of one single unified contract.	Please refer to Clause 5.17 of the RFP regarding phased inclusion of Pink and Blue Lines and commencement of concession fee on pro-rata basis.
17	(Annexure-1 Inventory Details)	Page No 20 and 21	Details of piers and portals provided.	Detailed technical drawings, exact dimensions, geo-coordinates, pier numbering, and traffic visibility analysis are required for accurate financial assessment and media planning. We request you to Provide detailed corridor-wise inventory drawings, GIS mapping, and visibility/site survey details.	The details available in Annexure-1 are indicative. The bidders are advised to conduct independent site visits and due diligence before submission of bids.
18	Section – 6 / Clause 6.2 (i)	Eligibility Criteria	Minimum 2,00,000 sq.ft. experience required in any one financial year.	Asking for experience in a single financial year may unnecessarily disqualify experienced companies who have completed large projects across multiple years.	Tender condition prevails. The experience requirement specified in Clause 6.2 shall remain unchanged. This requirement is in line with KTPP Act.

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19	Section 6/ Clause 6.1 B	Page no 25	Consortia or Joint Bids are not permitted	The RFP presently restricts Joint Venture (JV) / Consortium participation. Considering the exceptionally large scale, financial exposure, operational scope, and multi-corridor nature of the present project, we respectfully seek clarification on the rationale behind restricting JV / Consortium participation. In several major infrastructure and metro advertising tenders across India, Consortium / JV participation is generally permitted to enable pooling of technical expertise, financial strength, operational capability, technology partnerships, and wider competitive participation. At present, the restriction on Consortium / JV participation, coupled with the high turnover eligibility requirement and bundled multi-corridor structure, may substantially limit participation only to a very small number of large entities. We kindly request BMRCL to reconsider permitting Consortium / Joint Venture participation or allowing technical and financial collaboration between eligible entities subject to clearly defined lead-member responsibilities.	Consortium / Joint Venture participation is not permitted under this RFP. Tender condition prevails
20	Section – 6 / Clause 6.2(ii)	Page 26	- Minimum Technical Capacity:	1. Whether the eligibility experience is restricted only to advertisement installations on Metro piers and or/Metro portals, or whether advertisement structures installed on street-level piers, flyover piers, ROBs, elevated corridors, and similar infrastructure may also be considered for eligibility evaluation. 2. Kindly clarify the interpretation of “minimum of 500 in number” mentioned in Clause 6.2(ii). As generally each pier/portal consists of advertisement boards on both sides, we understand that: • 500 piers and or/ portals would consist of approximately 1000 advertisement boards/display units, considering two boards per piers/portals. Therefore, kindly clarify whether the eligibility requirement is to be considered based on: • Number of piers/portals, or • Total number of advertisement boards installed on such piers/portals.	The eligibility experience is strictly restricted to advertisement installations on Metro piers and/or Metro portals as specified in the tender document. Experience on other infrastructures will not be considered. It is clarified that the eligibility requirement of a "minimum of 500 in number" refers strictly to the **total number of physical Metro viaduct piers and/or Metro viaduct portals**, irrespective of the number of advertisement faces/boards installed on them. Furthermore, there must be **at least one advertisement board** installed on each such pier and/or portal to be counted toward the eligibility criteria.